

# CONTRACT



**WREG-TV**  
**803 Channel 3 Drive**  
**Memphis, TN 38103**  
**(901)543-2333**

www.wreg.com

And:

**Archer Malmo**  
**Attention: Susan Rogers**  
**65 Union Ave**  
**Suite 500**  
**Memphis, TN 38103**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>586608 /       |  | <u>Alt Order #</u>                                     |
| <u>Product</u><br>Cohen for Congress         |  |  |
| <u>Contract Dates</u><br>11/01/12 - 11/05/12 | <u>Estimate #</u><br>1561                    |  |
| <u>Advertiser</u><br>Cohen, Steve/D/Congress |  | <u>Original Date / Revision</u><br>10/26/12 / 11/01/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast         | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WREG                       | <u>Account Executive</u><br>Local WREG House | <u>Sales Office</u><br>Memphis                         |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35-64           |  |  |
| <u>IDB#</u><br>660                           | <u>Advertiser Code</u>                       | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line         | Ch          | Start Date        | End Date             | Description                     | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Type        | Spots    | Amount          |
|---------------|-------------|-------------------|----------------------|---------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|----------|-----------------|
| N 1           | METRC       | 11/05/12          | 11/05/12             | WREG-TV First News @ 4pm        | 4-5pm                 |                 | :30           |                   |                     | NM          | 1        | \$150.00        |
|               |             | <u>Start Date</u> | <u>End Date</u>      | <u>Weekdays</u>                 |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |          |                 |
| Week:         |             | 11/05/12          | 11/11/12             | M-----                          |                       |                 |               | 1                 | \$150.00            |             |          |                 |
| N 2           | METRC       | 11/05/12          | 11/05/12             | WREG-TV News 3 @ 5pm            | 5-5:30pm              |                 | :30           |                   |                     | NM          | 1        | \$350.00        |
|               |             | <u>Start Date</u> | <u>End Date</u>      | <u>Weekdays</u>                 |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |          |                 |
| Week:         |             | 11/05/12          | 11/11/12             | M-----                          |                       |                 |               | 1                 | \$350.00            |             |          |                 |
| N 3           | METRC       | 11/03/12          | 11/03/12             | WREG-TV News 3 @ 6pm            | 5-6:30pm              |                 | :30           |                   |                     | NM          | 1        | \$150.00        |
|               |             | <u>Start Date</u> | <u>End Date</u>      | <u>Weekdays</u>                 |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |          |                 |
| Week:         |             | 10/29/12          | 11/04/12             | -----S-                         |                       |                 |               | 1                 | \$150.00            |             |          |                 |
|               | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u>    | <u>Description</u>              | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |          |                 |
|               | 1           | METRC             | 10/29/12-11/04/12    | WREG-TV News 3 @ 6pm            | 5-6:30pm              | -----Sa--       | :30           |                   | <del>\$150.00</del> | NM          |          |                 |
|               |             |                   | See MG 3.2           |                                 |                       |                 |               |                   |                     |             |          |                 |
|               | 2           | METRC             | 11/01/12-11/01/12    | Late Night with David Letterman | 10:35-11:35pm         | ----Th-----     | :30           |                   | \$150.00            | NM          |          |                 |
|               |             |                   | (M) MG for 3.1 11/03 |                                 |                       |                 |               |                   |                     |             |          |                 |
| N 4           | METRC       | 11/04/12          | 11/04/12             | WREG-TV News 3 @ 5pm            | 5-6pm                 |                 | :30           |                   |                     | NM          | 2        | \$200.00        |
|               |             | <u>Start Date</u> | <u>End Date</u>      | <u>Weekdays</u>                 |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |          |                 |
| Week:         |             | 10/29/12          | 11/04/12             | -----S                          |                       |                 |               | 1                 | \$200.00            |             |          |                 |
|               | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u>    | <u>Description</u>              | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |          |                 |
|               | 1           | METRC             | 10/29/12-11/04/12    | WREG-TV News 3 @ 5pm            | 5-6pm                 | -----Su         | :30           |                   | <del>\$200.00</del> | NM          |          |                 |
|               |             |                   | See MG 4.2, 4.3      |                                 |                       |                 |               |                   |                     |             |          |                 |
|               | 2           | METRC             | 11/03/12-11/03/12    | News Channel 3 Daybreak         | 6-9am                 | -----Sa--       | :30           |                   | \$100.00            | NM          |          |                 |
|               |             |                   | (M) MG for 4.1 11/04 |                                 |                       |                 |               |                   |                     |             |          |                 |
|               | 3           | METRC             | 11/04/12-11/04/12    | WREG-TV News 3 Daybreak         | 6-8am                 | -----Su         | :30           |                   | \$100.00            | NM          |          |                 |
|               |             |                   | (M) MG for 4.1 11/04 |                                 |                       |                 |               |                   |                     |             |          |                 |
| <b>Totals</b> |             |                   |                      |                                 |                       |                 |               |                   |                     |             | <b>5</b> | <b>\$850.00</b> |

| Time Period         | # of Spots | Gross Amount    | Net Amount      |
|---------------------|------------|-----------------|-----------------|
| 10/29/12 - 11/05/12 | 5          | \$850.00        | \$722.50        |
| <b>Totals</b>       | <b>5</b>   | <b>\$850.00</b> | <b>\$722.50</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.